

Minnesota Health Insurance Exchange Outreach, Communications and Marketing

About this Work Group:

The Minnesota Department of Commerce will convene the Outreach, Communications and Marketing Work Group as one of ten work groups that will provide information to the Exchange Advisory Task Force. This workgroup is composed of approximately 20 members including consumer, employer, health insurer, and provider representatives, as well as market experts, and state agency staff. The purpose of the workgroup is to provide technical assistance and information on the options related to outreach, marketing, and communication for a Minnesota Health Insurance a Minnesota Health Insurance Exchange. The Advisory Task Force will use this information to inform their recommendations to the Commissioner of Commerce.

Background:

The ACA requires Exchanges to undertake several major activities related to outreach, communications and marketing. Specifically, the Exchange is required to do the following: 1) perform market analysis to assess outreach/education needs to determine geographic and demographic-based target areas and vulnerable populations for outreach efforts; 2) develop an outreach and education plan; 3) develop a “toolkit” for outreach to include educational materials and information; 4) develop performance metrics and evaluation plan; and 5) launch an outreach and education strategy.

Issues for Discussion:

The Work Group has been tasked with providing the Advisory Task Force with information about the following issues:

- What are the audiences for the Exchange?
- What are the barriers to reaching the target audience? How can we overcome them?
- What are the best channels/methods to reach the audience segments?
- What groups or partners should we seek out to help spread the word on the Exchange?
- What messages and visuals will have the most impact on the audience to entice them to purchase health insurance from the Exchange?
- How do we best present information to drive traffic to the Exchange?
- How do we measure the effectiveness of our outreach efforts?

In addition to these issues, the Task Force may refer additional issues to this Work Group for additional assistance and input.